

PLEASE AMEND THE APPLICATION AS FOLLOWS

IN THE CLAIMS:

Please cancel claims 31-42 and enter New Claims 43 - 54 as shown hereinbelow, and in the Claim Listing.

New Claims 43 -54:

43. (New) A method of delivering a referring source identifier to an on-line target merchant on a network, said identifier being associated with a referring source, comprising the steps of:

- A) providing a software application to a user, said application comprising software which is adapted to operate through an Internet browser, and which is adapted to associate said referring source identifier with said referring source each time said user issues a request to visit the website of said on-line target merchant, and wherein said application includes at least one merchant array, said merchant array comprising a list of merchants and, for each merchant, one corresponding merchant identifier, and said merchant array comprising affiliate manager domains, said affiliate manager domains comprising added identifiers;
- B) receiving a navigate complete response prompted by said request to visit said website maintained by said merchant;
- C) examining said received navigate complete response to determine if a said affiliated manager domain is present in said received response; and
- D) when said affiliated manager domain is present in said response, issuing an additional request which redirects said browser to an affiliate manager's website, wherein said additional request comprises said target merchant identifier such that said referring source remains associated with said user.

44. (New) The method of claim 43, wherein after said Step D, i) is effected, said affiliate manager redirects said additional request to said target merchant.

45. (New) The method of claim 43, further comprising Step E, wherein when said affiliated manager domain is not present in said response, issuing an additional request which redirects said browser to said target merchant's website.

46. (New) The method of claim 43, wherein said affiliate is a charity.

47. (New) The method of claim 43, wherein said examination of Step C occurs after said navigate complete is returned via said network.

48) (New) The method of claim 43, wherein said referring source identifier is selected from a plurality of known identification codes when said address is indicative of a retailer to which said referring source is affiliated.

49) (New) The method of claim 43, wherein said first request comprises an Internet address.

50) (New) The method of claim 43, wherein said Steps B, C and D are repeated in response to succeeding reply responses.

51) (New) The method of claim 43, further comprising the step of
G) amending said Internet address to incorporate a second identifier wherein said second code uniquely identifies said user.

52) (New) The method of claim 43, wherein said response is passed to a browser or other software for display to said user when said identifier is present in said Internet address.

53) (New) The method of claim 43, wherein said user enters said first request or selects said Internet address by clicking a hyperlink.

54) (New) The method of claim 53, wherein said identification code in said Internet address is included in a manner specified by each said merchant.

**STATEMENT OF THE SUBSTANCE
OF THE FORMAL INTERVIEW OF May 16, 2006**

Applicants and their undersigned counsel express their appreciation to Examiner Fischetti for the courtesies extended by him during the formal interview of Tuesday, May 16. During the interview, the cited references were discussed, as were the pending claims. Also, applicants presented and discussed a proposed new base claim with the Examiner with respect to the cited references, Bezos *et al.*, U.S. Patent 6,029,141, and to U.S. Patent 6,587,693 to Lumme *et al.*. The present invention was explained and discussed with respect to the differences over the cited references. Examiner Fischetti engaged in a dialogue with inventor Feathers and the undersigned counsel, and offered suggestions with respect to amendments to the claims to render them allowable. No agreement was reached with respect to specific claim language that would render the claims allowable. Nonetheless, applicants agreed to file a Response After Final containing claim language further describing the invention. Applicants believe that the present amendments are consonant with the interview discussion, and will serve to expedite prosecution of the present application, and also to facilitate amendments to the claims in corresponding Divisional applications which applicants intend to file soon.

REQUEST FOR CONTINUED EXAMINATION UNDER 37 CFR 1.114

Applicant believes the presently pending claims are allowable. Nonetheless, applicants have filed with the present Response a Request for Continued Examination in the event that Examiner Fischetti does not immediately find the claims to be allowable.